

## EAST Search History

| Ref # | Hits | Search Query   | DBs                       | Default Operator | Plurals | Time Stamp          |
|-------|------|--|---------------------------|------------------|---------|---------------------|
| S1    | 5042 | 705/14.ccls.   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>06:41 |
| S2    | 227  | S1 and affinity  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>06:42 |
| S3    | 7    | S1 and (affinity adj<br>marketing)   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>06:51 |
| S4    | 0    | ("2004/0006510").URPN.   | USPAT                     | OR               | ON      | 2007/11/28<br>06:53 |
| S5    | 362  | S1 and (secure same<br>transaction\$)  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>06:58 |
| S6    | 130  | S5 and (marketing same<br>network)   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>06:59 |
| S7    | 0    | barcod\$3 and (magnetic<br>adj strip) and (smart adj<br>card) and (rf adj ID adj<br>card) and (fingerprint or<br>retina) | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>07:09 |
| S8    | 483  | S1 and (statistical and<br>demographic)  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>07:12 |
| S9    | 344  | S8 and analysis  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>07:12 |
| S10   | 101  | S1 and (electronic adj<br>transfer)  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>07:18 |
| S11   | 23   | S10 and rebates  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>07:19 |
| S12   | 33   | "6594640"  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>08:52 |
| S13   | 5042 | 705/14.ccls.   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>08:56 |
| S14   | 1    | S13 and (collaborative adj<br>marketing)   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>08:56 |
| S15   | 1    | "20020133400"  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:12 |
| S16   | 0    | S15 and affinity   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:13 |
| S17   | 0    | S15 and aggregator   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:13 |
| S18   | 1    | S15 and database   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:13 |
| S19   | 93   | S13 and aggregator   | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:14 |
| S20   | 33   | "6594640"  | US-PGPUB;<br>USPAT; USOCR | OR               | ON      | 2007/11/28<br>09:18 |

|     |      |   |                           |    |    |                     |
|-----|------|---|---------------------------|----|----|---------------------|
| S21 | 0    | 6594640B1   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>09:20 |
| S22 | 227  | S13 and affinity  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>09:29 |
| S23 | 186  | S22 and (partner\$ or<br>retailers or merchants or<br>participants or aggregator<br>\$) | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>09:31 |
| S24 | 0    | ("2006/0089874").URPN.  | USPAT                     | OR | ON | 2007/11/28<br>09:33 |
| S25 | 0    | "20020174011".oref.   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:06 |
| S26 | 0    | "2002/0174011".oref.  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:07 |
| S27 | 1    | "2002/0174011".uref.  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:08 |
| S28 | 1    | S27 and (identification adj<br>code)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:08 |
| S29 | 1    | S27 and (identification adj<br>code)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:20 |
| S30 | 0    | S27 and (storing adj<br>membership)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:28 |
| S31 | 1    | S27 and storing   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:29 |
| S32 | 0    | S27 and host  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/28<br>11:34 |
| S33 | 1    | "2002/0174011".uref.  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:35 |
| S34 | 0    | S33 and anonymity   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:35 |
| S35 | 0    | S33 and security  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:36 |
| S36 | 0    | S33 and (member adj<br>selection)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:45 |
| S37 | 5054 | 705/14.ccls.  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:51 |
| S38 | 228  | S37 and affinity  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:51 |
| S39 | 0    | S38 and ((member<br>participant consumer) adj<br>(selects adj aggregator))              | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:51 |
| S40 | 0    | S38 and ((member<br>participant consumer) adj<br>(selects adj host))                    | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:51 |
| S41 | 0    | S38 and ((member<br>participant consumer) adj<br>(selects adj processor))               | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:52 |
| S42 | 0    | ((member participant<br>consumer) adj (selects adj<br>processor))                       | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:52 |

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| S43 | 0      | S33 and affinity  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>06:54 |
| S44 | 0      | S33 and (validating<br>verifying)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>07:32 |
| S45 | 3      | select adj aggregator   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>07:55 |
| S46 | 211    | S37 and clearinghouse   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>10:49 |
| S47 | 18     | S46 and affinity  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>10:50 |
| S48 | 3269   | S37 and (accumulator<br>collective consolidat\$3<br>group)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>11:21 |
| S49 | 821    | S48 and (affinity loyalty)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>11:21 |
| S50 | 693    | S49 and (select (electronic<br>adj fund\$ adj transfer)<br>fingerprint retina non-profit<br>validating) | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>11:27 |
| S51 | 0      | S33 and(magnetic adj<br>strip)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:14 |
| S52 | 0      | S33 and (magnetic adj<br>strip)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:14 |
| S53 | 0      | S33 and (funds adj<br>transfer)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:18 |
| S54 | 0      | S33 and funds   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:18 |
| S55 | 1      | S33 and validat\$3  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:44 |
| S56 | 1      | "20020174011".pn.   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:51 |
| S57 | 1      | S56 and (secur\$4 verif\$4)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:52 |
| S58 | 0      | S56 and validation  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>12:53 |
| S59 | 276680 | "56" and report\$   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>14:57 |
| S60 | 1      | "20020174011".pn.   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>14:57 |
| S61 | 1      | S60 and report\$  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/11/29<br>14:57 |
| S62 | 5054   | 705/14.ccls.  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>08:25 |
| S63 | 979    | S62 and loyalty   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>08:25 |
| S64 | 48     | S63 and (electronic adj<br>funds adj transfer)  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>08:26 |
| S65 | 0      | ("2004/0083170").URPN.  | USPAT                     | OR | ON | 2007/12/03<br>08:29 |

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|-----|---------|--|---------------------------|----|----|---------------------|
| S66 | 1109    | S62 and (loyalty affinity)                                     | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>09:04 |
| S67 | 2829549 | S66 (accumulat\$5<br>collective consolidat\$3<br>group\$3)     | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>09:05 |
| S68 | 941     | S66 and (accumulat\$5<br>collective consolidat\$3<br>group\$3) | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>09:06 |
| S69 | 3       | "6945453"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>09:30 |
| S70 | 0       | S69 and (EFT (electronic<br>adj transfer))                     | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>09:32 |
| S71 | 5054    | 705/14.ccls.   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>12:57 |
| S72 | 21      | S71 and ((fingerprint<br>retina)adj scan)                      | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>12:57 |
| S73 | 1       | "20020174011"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>15:22 |
| S74 | 1       | S73 and (demographic<br>statistical)                           | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>15:23 |
| S75 | 61      | "5466919"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>15:54 |
| S76 | 118     | "5621690"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:02 |
| S77 | 22      | "5546303"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:03 |
| S78 | 35      | "5555497"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:05 |
| S79 | 18      | "5696366"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:07 |
| S80 | 10      | "5724518"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:08 |
| S81 | 32      | "5909794"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:09 |
| S82 | 36      | "5937391"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:10 |
| S83 | 28      | "6052674"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:10 |
| S84 | 22      | "6088682"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:11 |
| S85 | 33      | "6112191"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:12 |
| S86 | 26      | "6164533"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:12 |
| S87 | 13      | "6253998"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:13 |
| S88 | 6       | "6415264"  | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:14 |

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|------|------|--|---------------------------|----|----|---------------------|
| S89  | 2    | "20020008146"                          | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:15 |
| S90  | 2    | "20020046110"                          | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:16 |
| S91  | 1    | "20020087344"                          | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:17 |
| S92  | 1    | "20020099654"                          | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/03<br>16:18 |
| S93  | 1    | "2002/0174011".uref.                   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:50 |
| S94  | 1    | S93 and (identification adj<br>code)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:50 |
| S95  | 6    | "0174011"                              | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:54 |
| S96  | 1    | 2002/0174011                           | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:55 |
| S97  | 1    | "20020174011".pn.                      | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:56 |
| S98  | 1    | S97                                    | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:56 |
| S99  | 1    | S97 and (identification adj<br>code)   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>07:57 |
| S100 | 1    | S97 and stor\$3                        | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>08:44 |
| S101 | 0    | S97 and ((transfer send)<br>adj funds) | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>08:55 |
| S102 | 5081 | 705/14.ccls.                           | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>09:36 |
| S103 | 214  | S102 and (EFT (funds adj<br>transfer)) | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>09:36 |
| S104 | 23   | S103 and affinity                      | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>09:40 |
| S105 | 4    | "6945453"                              | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:16 |
| S106 | 232  | S102 and affinity                      | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:18 |
| S107 | 183  | S106 and collect\$4                    | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:20 |
| S108 | 1    | ("2002/0069108").URPN.                 | USPAT                     | OR | ON | 2007/12/11<br>10:26 |
| S109 | 5    | 09/894190                              | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:27 |
| S110 | 183  | S107                                   | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:29 |
| S111 | 0    | ("2004/0039637").URPN.                 | USPAT                     | OR | ON | 2007/12/11<br>10:30 |
| S112 | 1    | 2002/0156676                           | US-PGPUB;<br>USPAT; USOCR | OR | ON | 2007/12/11<br>10:56 |

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|------|------|--|---|----|-----|---------------------|
| S113 | 1    | 09/836302                                | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>10:57 |
| S114 | 0    | S109 and eft                             | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>10:58 |
| S115 | 1    | S109 and (EFT funds)                     | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>10:58 |
| S116 | 696  | S102 and rebates                         | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>11:35 |
| S117 | 9    | S116 and consumer adj<br>designated      | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>11:36 |
| S118 | 63   | S116 and affinity                        | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>11:39 |
| S119 | 13   | S118 and (enrolling<br>registering)      | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/11<br>11:48 |
| S120 | 1    | 60/275961                                | US-PGPUB;<br>USPAT; USOCR   | OR | ON  | 2007/12/17<br>12:45 |
| S121 | 1    | "6945453".pn.<br>"20020174011"           | USPAT   | OR | OFF | 2008/05/20<br>06:38 |
| S122 | 4    | "6945453".pn.<br>"20020174011"           | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/05/20<br>06:38 |
| S123 | 0    | S122 and (anonymous<br>identity)         | USPAT   | OR | OFF | 2008/05/20<br>06:39 |
| S124 | 1320 | 705/14.ccls.                             | USPAT   | OR | OFF | 2008/05/20<br>06:40 |
| S125 | 5735 | 705/14.ccls.                             | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/05/20<br>06:40 |
| S126 | 329  | S125 and (affinity reward<br>aggregator) | USPAT   | OR | OFF | 2008/05/20<br>06:41 |
| S127 | 30   | S126 and anonymous                       | USPAT   | OR | OFF | 2008/05/20<br>06:41 |
| S128 | 11   | plurality adj aggregator\$               | USPAT   | OR | OFF | 2008/05/20<br>06:53 |
| S129 | 329  | S126                                     | USPAT   | OR | OFF | 2008/05/20<br>06:57 |
| S130 | 1    | "6415262".pn.                            | USPAT   | OR | OFF | 2008/05/20<br>08:46 |
| S131 | 2    | "20020156676"                            | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/05/20<br>08:47 |

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|------|------|--|---|----|-----|---------------------|
| S132 | 5735 | 705/14.ccls.                                       | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/05/20<br>09:29 |
| S133 | 580  | S132 and (identifier<br>(identification adj code)) | USPAT   | OR | OFF | 2008/05/20<br>09:30 |
| S134 | 315  | S133 and (anonymous<br>security secure)            | USPAT   | OR | OFF | 2008/05/20<br>09:31 |
| S135 | 99   | S134 and (secret<br>anonymous confidential)        | USPAT   | OR | OFF | 2008/05/20<br>09:34 |
| S136 | 80   | S134 and (anonymous<br>confidential)               | USPAT   | OR | OFF | 2008/05/20<br>09:36 |

5/ 21/ 2008 7:47:46 AM

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